

ABSTRACT OF THE DISCLOSURE

5 A method and system for selecting a hyperlink that includes a unique address pattern uses an electronic reading device for detecting the address pattern. The
10 hyperlink can be included on a surface of any type of object and can be used, for example, to initiate a download of information to a mobile phone, personal computer, or other electronic device or to initiate a processing or storage operation. In particular, a message
15 indicating that the hyperlink has been selected is sent from the electronic reading device to a server, which initiates an appropriate response depending on the intended function of the hyperlink.